

kids
cancer care



INFORMATION KIT

Steps + Tips + Instructions + FAQs



Trico Homes
PROUD SPONSOR

With your help, Kids Can...

Say goodbye to your locks or show support to your friends who are shaving. Either way, you can be part of our Shave Your Lid for a Kid® program and help change the course of childhood cancer.

There are 3 ways you can get involved:

1. Be Brave. Shave!

Sign up to shave your head. Use this package to create a shave event that will help spread awareness about childhood cancer, promote anti-bullying in your school and demonstrate the positive effects of giving back to others in your community.

2. Pledge a Friend

Make a donation, find a company with a dollar-matching program or help organize a raffle or bottle drive to fundraise for a friend who is shaving.

3. Support a Shavee

Take part in the fun by helping spread the word and being there on event day to cheer on and encourage the participants.

In this package you will find a step-by-step guide on how to organize your own head shave event. Included are an event checklist, pledge forms, a collection envelope, instructions for submitting pledges and information on the Kids Cancer Care Foundation of Alberta and how the money you raise helps our families.

Thank you for helping make a difference in the life of a child with cancer!

**Kids Cancer Care
Foundation of Alberta**
Suite 302 – 609 14 Street NW
Calgary AB T2N 2A1

kidscancercare.ab.ca
Telephone 403 216 9210
Facsimile 403 216 9215
Toll Free (in Alberta) 1 888 554 2267

Registered charity #899409171RR0001



be brave.
Shave!

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YOUR
LID
FOR A
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Step-by-step guide to taking part

Step 1

Get the details down. Set a location, fundraising goal and date for your shave. Make it as simple as you like or go all out! Your school, office, or local community centre are all great places for this kind of event.

Step 2

Register. Go to kidscancercare.ab.ca and register your shave event. Online registration is a convenient way for family and friends from out-of-town to pledge their support. It saves you from having to collect money later and it allows you to track what you raise dollar-by-dollar.

Step 3

Create your profile. Create your own online pledge page on our website. Use it to tell your story, explain why you are shaving, post before and after photos and request donations. Donors can go to your page, read your donation request and donate right there, receiving an electronic tax receipt immediately.

Step 4

Get attention! It's always exciting to have a school principal, company CEO or friend with really long hair shave their head at your event! Set a bold fundraising goal and, as an incentive, challenge your special guest to participate in the event if you meet your target.

Step 5

Spread the word. What you are doing is a big deal! Go through your address book and develop a list of all the people in your life: family, friends, neighbours, co-workers, etc. Don't leave anyone out! Share your fundraising goal and invite them to join your shave as a shavee or donor. Most people are happy to help; you just need to ask.

Step 6

Create more buzz. Put up posters, track your progress and make an announcement by email, Facebook or Twitter. Promote your shave in local media or through your school/company communication system. Don't forget to call some friends to be paparazzi on the day of your event!

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Step 7

Find a hairdresser. Once you know the details of your event, contact a local salon to see if they will come out to your event to shave heads free of charge. Delmar Hair College is a great supporter of this program and will usually attend **shaves of ten people or more. Please contact Delmar directly at 403 264 8055.**

Step 8

Collect the cash. Always encourage people to pledge you online, but if they prefer cash, be sure to collect money as people pledge you. This will save you from having to follow-up with donors after your shave. Use the pledge form and envelope provided in your shave package to track cash and cheques.

Step 9

The Big Day. Invite everyone you know! Ask a DJ to spin some tunes or play our Shave CD to pump up the crowd. Shavees can dye their hair a crazy colour or put tiny braids all over for people to cut off for a loonie or toonie. Declare it 'Crazy Hair Day' to get everyone involved. Creativity and fun are best for an exciting, successful shave!

Step 10

Follow-up. Send a thank you from your online page to everyone who supported you, and attach a photo of your new bald head! Collect and count all your cash and cheque donations and submit them to Kids Cancer Care in the form of a single cheque or money order (made out to the Kids Cancer Care Foundation of Alberta). This greatly reduces processing time and resources.

Finally, give yourself a big pat on the back! You have just given a child affected by cancer the chance to be a kid again.

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Tell us about your event

Event date: _____ Time: _____

General Information

Event name: _____ Donation goal: _____

Shave location & address: _____

Other activities planned in combination with the shave:

Contact Information

Organizer's name: _____

Contact number: _____ Email: _____

Shave Information

Number of people shaving: _____

Name of hairdresser/salon/volunteer shavers: _____

Spokeskid requested: Yes No

Kids Cancer Care can provide you with childhood cancer survivors to share their story and speak at your event.

Video: Yes No

We are happy to provide you with a six-minute video on our Foundation and the families we serve.

Please complete this form and fax it to Katherine at 403 216 9215, or email it to fortier@kidscancercare.ab.ca no later than two weeks prior to your event.

OFFICE USE ONLY

Spokeskid request Trico Homes invite Delmar attending

Certificates & hats Thank you TOTAL RAISED: _____

NOTES: _____



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Event checklist

Use this list to make sure you've thought of everything...
then have FUN!



Logistics

- Event location booked
- Date and time set
- Room or space confirmed
- Electricity available for clippers (extension cords required?)
- Hairdressers or shavers booked

Fundraising

- Make a list of all the people who may support you
- Send an email, text or memo to everyone on your list with instructions on how to donate
- Ask your company to dollar match your fundraising efforts or make a company donation
- Invite a special guest (CEO, principal, etc.) to join in the shave as an incentive to reach your fundraising goal
- Hold a bake sale, raffle, bottle drive, etc. to help raise extra funds
- Challenge another school or team to see who can raise the most
- Start collecting!

Spread the word

- Register online at kidscancercare.ab.ca
- Set a fundraising goal
- Create personalized online pledge page
- Email pledge request to contacts
- Promote in newsletters, memos or local newspapers
- Hang up posters
- Post event on Facebook and Twitter

Event day

- Invite everyone you know
- Master of ceremonies required?
- Helpers for set up and take down
- Plastic floor covering, chairs, brooms, garbage bags, mirrors
- Clippers, disinfectant, rubber gloves, extension cords (or arrangements made to have these provided)
- Camera (and photographer) to take before and after photos
- Audio/visual set up
- Food or drink?
- DJ or CD to play fun music
- Have fun!

Wrap up

Within 30 days of your shave

- Send a thank you to everyone who supported you
- Collect outstanding pledges
- Do a final count of cash and cheques
- Submit total amount to Kids Cancer Care Foundation of Alberta
- Give yourself a pat on the back!

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How to raise \$500 in a week!

When you break fundraising into smaller pieces, it's easier to manage and soon adds up!

DAY 1

Support yourself! Start by making your own donation of **\$25**. Don't forget to set up your personal pledge page at **kidscancercare.ab.ca** and email your friends to donate to you.

\$25

DAY 2

Ask three family members to support you for **\$25** each. Challenge them to top each other! All donations of \$20 or more receive a tax receipt. Online donors can print their tax receipts off immediately after donating.

\$75

DAY 3

Ask two businesses that you frequently visit to donate **\$25** each.

\$50

DAY 4

Ask five co-workers or peers to sponsor you for **\$20** each.

\$100

DAY 5

Ask your boss for a company contribution of **\$100**. Check to see if your company runs a matching donation program. Dollar-matching is a great way to double your money!

\$100

DAY 6

Ask five people you know from your local sports team, health club, school or church to donate **\$10** each.

\$50

DAY 7

Ask five friends to donate **\$20** each.

\$100

\$500

That's 500 dollars!

REMEMBER, THE KEY TO FUNDRAISING IS TO ASK.

The **Kids Cancer Care Foundation** helps build bridges of hope and pillars of support for families fighting childhood cancer. One hundred percent of the pledges we receive go to providing funding and programs in four areas: **camp, research, hospital and scholarship programs.**

Thank you to our sponsor, **Trico Homes**, for making the Shave your Lid for a Kid® program possible



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Frequently asked questions

What is my personal pledge page?

Your personal pledge page is what people see when they search on the Kids Cancer Care website to donate to you. This page is a place where you can explain why you are shaving your head, add before and after photos and accept and track online pledges. Set a fundraising goal and watch your pledge-o-meter grow!

How do I register online?

Step 1: Go to kidscancercare.ab.ca and click on SHAVES. Register as an individual shave, create a group event or add yourself as a participant of a group that is already registered. Fill out the required information and hit submit!

Step 2: Log in. Once your pledge page has been activated, click on "Create your personal profile" to share your story, picture, etc. All pictures must be less than 100KB to upload onto our website.

Step 3: Send out pledge requests. Send out pledge requests. Use the online system to download your email address book and send a personalized email to all of your friends and family asking them to support your event.

* Please allow up to two business days for Kids Cancer Care to activate and approve of any changes to your pledge page.

How do I know online transactions will be safe?

Online Kids Cancer Care donations are kept safe by Secure Sockets Layer (SSL) issued by Equifax Secure Certificate Authority. Using the latest encryption technology, this system ensures donations are safe as they travel through the internet network. Personal information gathered by Kids Cancer Care is kept in confidence.

My shave event was a great success! What do I do with the money I raised?

Collect all of your cash and cheque donations and match them to the pledges you have received. If there are any outstanding pledges, follow up and collect the money before doing your final count. All cash and coins should be submitted as a single cheque or money order made out to the **Kids Cancer Care Foundation**. Include this cheque or money order, along with your cheque donations, to the Kids Cancer Care Foundation within 30 days of your shave. Don't forget to include your pledge forms!

* Please note that online donations are tallied separately and should not be included on your pledge forms.

I am interested in donating my hair. What do I do?

Kids Cancer Care does not accept hair donations. We encourage you to support Angel Hair for Kids, a Canadian non-profit organization that makes wigs for children who have lost their hair due to illness. Please visit the website achildsvoicefoundation.ca and select 'Our Programs' followed by 'Angel Hair for Kids' for guidelines and further information on donating your hair.



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